AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
WRAL-TV, Raleigh NC	11/19/12

I, Neil Williams

do hereby request station time concerning the following issue:

American Petroleum Institute

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	See	Attached			

Total Charges: $15,600g / $13,260n

This broadcast time will be used by: American Petroleum Institute

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ **Yes** ☒ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

American Petroleum Institute

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ **a corporation;** ☐ **a committee;** ☐ **an association;** ☒ ~~or~~ **other unincorporated group.**

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tapc, which will be delivered to the station at least ________________ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ~~ISSUE~~ ADVERTISER

4/22/11	[signature]	202-337-5700
Date	Signature	Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ **Accepted** ☐ **Accepted in Part** ☐ **Rejected**

Dave Lyles [signature]	Dave Lyles	Sales Manager
Signature	Printed Name	Title

CONTRACT

WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

Contract / Revision	Alt Order #
120488 /	06410457

Product	
API 11/19	
Contract Dates	Estimate #
11/19/12 - 11/25/12	3299
Advertiser	Original Date / Revision
American Petroleum Institute	11/12/12 / 11/12/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	Account Executive	Sales Office
WRAL	Cheryl Blair	Washington Tel

Special Handling: CIA - Mark PAID

Demographic: Adults 35+

IDB#	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

And:

Strategic Media Services
3299 K. Street NW
Suite 200
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WRAL	11/19/12	11/23/12	Late News	11-1135p		:30			NM	2	$4,000.00
	ISSUE CLASS OF TIME R11.6											
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		11/19/12	11/25/12	MTWTF--	2	$2,000.00						
N 2	WRAL	11/19/12	11/23/12	CBS This Morning	7am - 9am		:30			NM	2	$1,200.00
	ISSUE CLASS OF TIME R11.6											
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		11/19/12	11/25/12	MTWTF--	2	$600.00						
N 3	WRAL	11/19/12	11/23/12	5:30 News	530-6p		:30			NM	2	$3,400.00
	ISSUE CLASS OF TIME R11.6											
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		11/19/12	11/25/12	MTWTF--	2	$1,700.00						
N 4	WRAL	11/19/12	11/23/12	6pm News (M-F)	6-630p		:30			NM	1	$2,000.00
	ISSUE CLASS OF TIME R11.6											
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		11/19/12	11/25/12	MTWTF--	1	$2,000.00						
N 5	WRAL	11/22/12	11/22/12	Thanksgiving Parade	9a-12p		:30			NM	1	$3,000.00
	ISSUE CLASS OF TIME R11.6											
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		11/19/12	11/25/12	---1---	1	$3,000.00						
N 6	WRAL	11/23/12	11/23/12	SEC Football Friday	230-7p		:30			NM	1	$2,000.00
	ISSUE CLASS OF TIME R11.6											
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		11/19/12	11/25/12	----1--	1	$2,000.00						
								Totals			9	$15,600.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 -11/23/12	9	$15,600.00	$13,260.00
Totals	9	$15,600.00	$13,260.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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120488 /	06410457

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11/19/12 - 11/25/12	API 11/19	**3299**

Advertiser	Original Date / Revision
American Petroleum Insti	11/12/12 / 11/12/12

Signature: ______________________________ **Date:** ____________________

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